

RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

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Suite #108

Williamsville, NY 14221
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August 21, 1997

RJR Account #447000

Mr. G. Burns

MUTUAL WHOLESALE

WINSTON B2GF CAP / PROMOTION #700927

Dear Gene:

WINSTON regular product has been ordered (see quantities listed below), as well as 30 skus of B2GF Cap Sleeves / Displays (Item #529301) to pack and ship this promotion to your participating retail accounts. All additional pertinent promotional information is listed below:

<u>UPC Code</u>	<u>WINSTON</u> <u>Brand Style</u>	<u>Case</u> <u>Size</u>	<u>#/ Cases</u>
12300-11112	Light	12M	1
12300-11012	Full Flavor	12M	1

PO #091597

Product / Premium Arrival:

September 15, 1997

Ship Date to Retail:

Week of: September 23, 1997

SKU CUBE:

2.5480

SKU WT (w/o Product):

8.2000 lbs

Retail Sales Offer per Sku:

20 units

Billing per Sku:

4 Full Price Cartons

EFT \$ Amount:

\$1,418.34

Non-EFT \$ Amount:

\$N/A

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-2-
B2GFP
MUTUAL WHOLESALE

Promotion Description: Utilize self-contained shipper. Shipper has 20 buy-2-get-free-Cap sleeves. Two packs of Winston product should be placed into the sleeve. Consumer purchases two packs, receives a free *Winston 'No Bull' Cap*.

**SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST
SEE ENCLOSED 'WHOLESALE PACKING INSTRUCTIONS'**

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$56.00 (2 case(s) @ \$28.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: J. McLean

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

V-WINCAP.DOC

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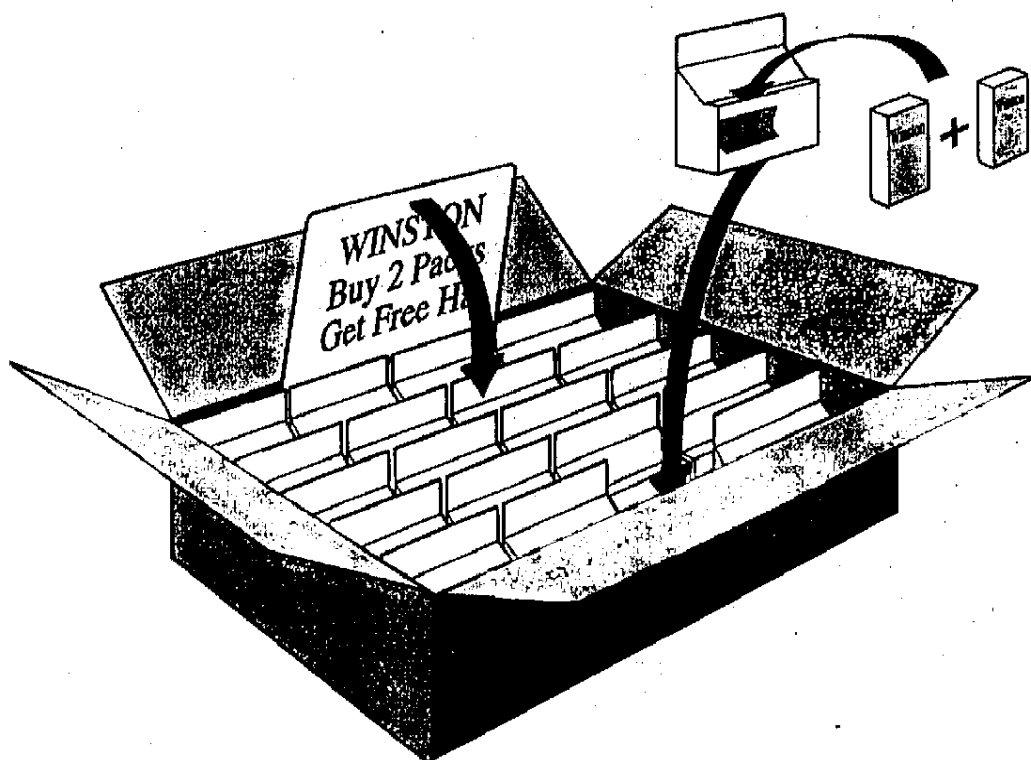
WHOLESALE PACKING INSTRUCTIONS

VALUE ADDED PROMOTIONS - 4TH QTR.'97

October WINSTON B2GF HAT (Buy 2 Packs Get Free Hat)

STEPS

1. Open WINSTON B2GF Hat shipping case.
2. Add 2 "live" Winston packs of the same brand style to each sleeve.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: # 529301

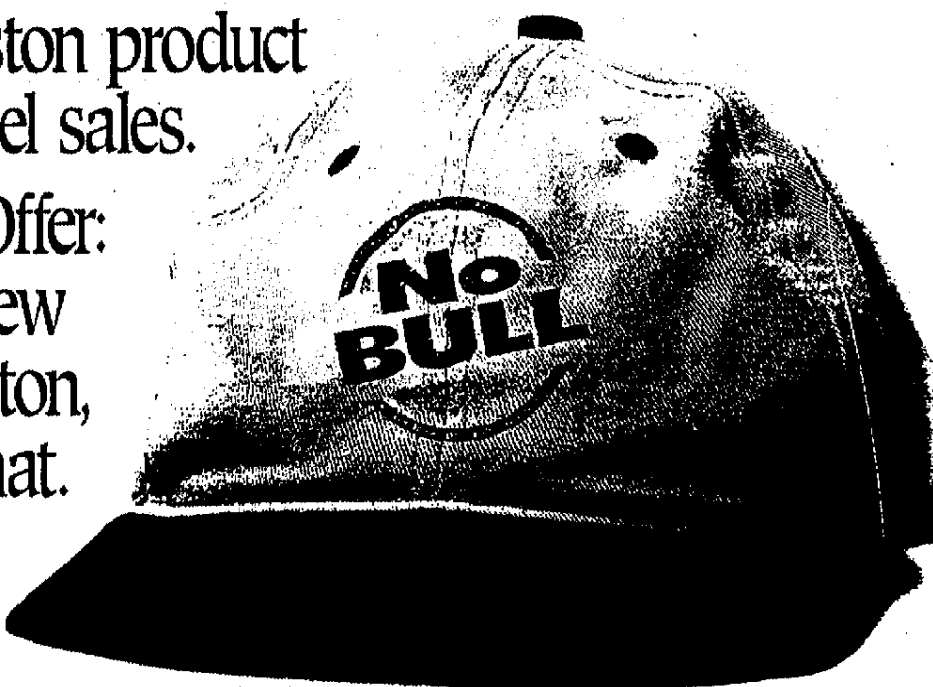
Description: WINSTON B2GF Hat Display / POS Kit

Brand Style	<i>Light King</i>	<i>FF King</i>				
Number of Cartons	<i>2</i>	<i>2</i>				

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The right premium **CAPS** everything off.

- No-additive Winston product continues to propel sales.
- Special October Offer:
Buy 2 packs of new
no-additive Winston,
get free No Bull hat.
- National ad
campaign drives
"No Bull" attitude right to your customers.



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No additives in the smokes.
Lots of additives in
your cash register.

BPEN55B2

WORKPLAN VAP TEMPLATE LISTING

PAGE: 44
DATE: 97-08-11
TIME: 03:13 PMWHOLESALE : 447000 MUTUAL WHOLESALE SERVICES INC. <DIRECT>
TEMPLATE : 700927 71000 WIN OCT HAT
TEMPLATE SEQ : 0018
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162204	162226	519629	TRAVELPORT EXPRESS	735 UPPER COURT S	BINGHAMTON	NY	13904	1		3665-0000		(607)775-3500
162204	162226	700336	E-Z MART	285 HARRY L DR	JOHNSON CITY	NY	13790	2				(607)770-1099
162204	162226	251044	HESS #32436	1153 VESTAL AVE	BINGHAMTON	NY	13903	1		0353-0100		(607)772-8585
162204	162226	762390	NICKS NEWS	144 COURT ST	BINGHAMTON	NY	13901	1				(607)773-8506
162204	162226	763635	J&J STOP N SHOP	221 CONKLIN AVE	BINGHAMTON	NY	13903	1	NYS	2890-0000		(607)723-7035
162204	162226	298484	FRONT STREET MOBIL	710 OLD FRONT ST	BINGHAMTON	NY	13905	1	NYS			(607)773-8420
162204	162223	316818	E-Z MART	RR 2 BOX 136	CONKLIN	NY	13748	1	NYS			(607)775-4616
162204	162226	390900	DEBIS MONROE ST MKT	1801 MONROE ST	ENDICOTT	NY	13760	1	NYS		902544	(607)785-9823
162204	162226	762156	J&J STOP N SHOP	198 ROBINSON ST	BINGHAMTON	NY	13904	1	NYS	2890-0000		(607)722-1714
162204	162226	075495	NANNERY'S GROCERY	184 CLINTON ST	BINGHAMTON	NY	13905	1	NYS			(607)724-4904
162204	162226	087206	J&J STOP N SHOP	415 W MAIN ST	ENDICOTT	NY	13760	1	NYS	2890-0000		(607)785-2971
162204	162226	087208	BOB'S MOBIL/F	421 HOOPER RD	ENDWELL	NY	13760	3	NYS			(607)754-9755
162204	162226	171221	ROGER'S MARKET	109 NORTH ST	ENDICOTT	NY	13760	1	NYS			(607)785-0981
162204	162226	207059	BARDENS MOBIL MART	2105 E MAIN ST	ENDWELL	NY	13760	1	NYS			(607)754-1123
162204	162226	251033	HESS #32432F	3808 VESTAL PKY E	VESTAL	NY	13850	3	NYS	0353-0100		(607)798-0685
162206	162233	716109	J&K CORNER CIGAR	25 N BROAD ST	NORWICH	NY	13815	1				(607)334-9212
162210	162233	517247	ARKVILLE COUNTRY ST	ROUTE 28	ARKVILLE	NY	12406	1				(914)586-2442
162210		658711	SAYDE'S COUNTRY STO	MAIN & LAKE STREE	FLEISCHMANN'S	NY	12430	1				(914)254-4010
162210	162233	727917	WALTON VARIETY	137 DELAWARE ST	WALTON	NY	13856	2				(607)865-9289
162605	162231	089394	COMMUNITY SHOP IGA	106 NORTH AVE	OWEGO	NY	13827	1	NYS			(607)687-4287
162605		269533	JOHNS FINE FOODS	88 NORTH AVE	OWEGO	NY	13827	1	NYS			(607)687-2470
162605	162231	269537	LAWLERS GROCERY	1423 STATE ROUTE	OWEGO	NY	13827	3	NYS			(607)687-9843

PAGE BREAK TOTAL ACCOUNTS 22 TOTAL QUANTITY 30

TEMPLATE TOTAL ACCOUNTS 22 TOTAL QUANTITY 30

***** END OF REPORT FOR PROMOTION 700927 *****

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